

ABSTRACT

An improved method of advertising a companies trademarks using golf balls is disclosed.

The method of the present invention includes the steps of acquiring a quantity of golf balls from
5 a golf ball supplier, marking the golf balls at a central location with trademarks belonging to the
companies and then distributing the marked golf balls to a plurality of different driving ranges.

The driving ranges each have a plurality of tee areas from which golf balls are played by the
members of the target audience and a field adjacent to said tees into which the played golf balls
land. Each driving range distributes quantities of marked golf balls to the members and allows

10 the members to play the marked golf balls at the tees. After the balls are played, they are
collected from the fields and then redistributed to the members of the target audience to be
played again at the tees. After the balls have each been worn out, the balls are removed from the
driving range.